

ABOUT US

The Cape Town Carnival has established itself as one of the city's most popular outdoor experiences and is South Africa's fastest growing FREE cultural community-based event. The first Carnival was held on Long Street in 2010 and since its first year attendance has grown from 17 000 spectators to 55 000!

The parade features dazzling costumed performers in themed pods, richly decorated giant floats and academies each consisting of up to 150 dancers. These come from 47 community performance groups from 23 different areas of Cape Town.

The Cape Town Carnival is a non-profit organisation (Trust registration number: IT3811/2008) that is run by a board of Trustees, chaired by Professor Rachel Jafta.



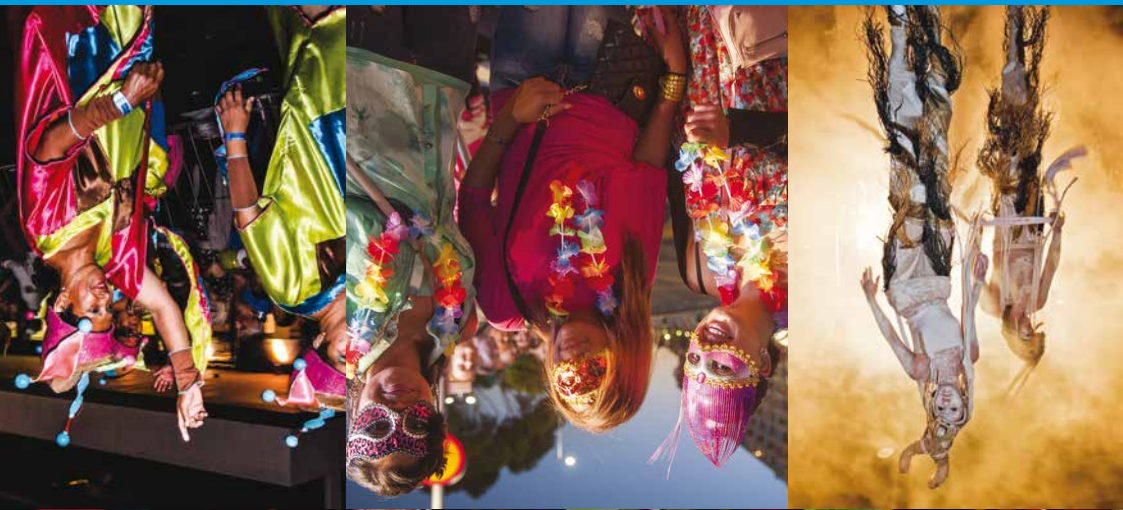
Jay Douwes
CEO Cape Town Carnival
jay@capetowncarnival.com 021 406 2946

Shelley Finch
PR & Marketing
shelley@capetowncarnival.com 021 406 2949

Henry Meyer and Riaan Kriel
Sponsorship Managers
henry@gluemedia.co.za or
riaan@gluemedia.co.za 083 287 2960 or 082 447 4226

Facebook: TheCapeTownCarnival
Twitter: @ctcarnival
www.capetowncarnival.com

CONTACTS



The Cape Town Carnival offers corporate sponsors innumerable opportunities to make their mark on what is set to become a world-renowned event – from Corporate Social Investment initiatives like our skills development, job creation and community development programmes, to the funding of a large-scale float that will light up the Fan Walk on event night.

A host of branding opportunities on event day, as well as exposure in broadcast, print and digital media in the run up to the event provide an added incentive for corporate entities to become involved. Corporate funders' full CSI contribution to Cape Town Carnival will count towards its B-BBEE scorecard under the Socio-Economic Development element of B-BBEE legislation.

SPONSORING THE CAPE TOWN CARNIVAL



CAPE
TOWN

CARNIVAL

COMMUNITY

The main goals of the Cape Town Carnival are:

- to bring the diverse communities of Cape Town together in a shared celebration of our cultures
- to provide a platform for local community performance groups, designers, musicians and artists to showcase their talents to the world
- to create jobs and skills development opportunities

In 2014 the Carnival created over 800 part-time jobs and our long-term vision is to be able to employ people on a permanent basis and expand our skills development programs. Planning for the Carnival takes approximately 9 months while float and costume production currently takes place from November to March.



CREATIVITY

The Cape Town Carnival is an official event on the World Design Capital 2014 calendar, as well as a Department of Arts and Culture National Flagship Project.

The event prides itself in engaging the city's local design community - from well-established designers to township artists - to craft an innovative and world-class creative experience. The Carnival's creative teams produce an astounding array of costumes, puppets, gadgets and giant floats inspired by the theme of the year.



CULTURE

In 2014 the Carnival parade was made up of over 2000 dancers, musicians and speciality acts - each exhibiting a different facet of Cape Town and South Africa's unique cultures. From Riel Dancers of the Northern Cape and Sophiatown-inspired Marabi-Kwela, to Indian classical dance, the Cape Town Carnival truly is a multicultural celebration.

This diversity is echoed in the crowd attendance and from the positive feedback gleaned from post-event social media updates. Locals and visitors are proud to see the Mother City host this spectacular event!

"What a special evening, felt such an immense love to be South African. If this is a sign of things to come, we've got a beautiful journey ahead of us, let creativity bring us together." - Jan Verboom

